



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>	<u>Sales Region</u>
WPTV	Marta Salazar-Perren	EWS - Washing	National

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
West / Republican / Congre	Allen West for Congress	Order # 79 Add

Strategic Media Services
Attention: Accounts Payable
3299 K Street NW - Suite 200
Washington, DC 20007

<u>Flight Dates</u>	<u>Order #</u>	<u>Alt Order #</u>
10/03/12 - 10/09/12	311065	

<u>Billing Calendar</u>	<u>Billing Type</u>
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
12521		

<u>Agency Ref</u>	<u>Advertiser Ref</u>
2	

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/03/12	10/09/12	M-F 6-7a	6-7a	11-11--	:30	4	\$900.00	NM
Weeks:	<u>Start Date</u> 10/03/12	<u>End Date</u> 10/09/12	<u>MTWTFSS</u> 11-11--	<u>Spots/Week</u> 4	<u>Rate</u> \$900.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPTV Th		10/04/12	6:27 AM	M-F 6-7a	6-7a	:30	AWTV092701H	\$900.00	NM
2 WPTV F		10/05/12	6:41 AM	M-F 6-7a	6-7a	:30	AWTV092701H	\$900.00	NM
3 WPTV M		10/08/12	6:38 AM	M-F 6-7a	6-7a	:30	AWTV100402H	\$900.00	NM
4 WPTV Tu		10/09/12	6:10 AM	M-F 6-7a	6-7a	:30	AWTV100402H	\$900.00	NM
2	10/03/12	10/09/12	Sa 6-7a	6-7a	-----S-	:30	1	\$325.00	NM
Weeks:	<u>Start Date</u> 10/03/12	<u>End Date</u> 10/09/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$325.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPTV Sa		10/06/12	6:51 AM	Sa 6-7a	6-7a	:30	AWTV100402H	\$325.00	NM
3	10/03/12	10/09/12	M-F 10-11a	10-11a	11--1--	:30	3	\$475.00	NM
Weeks:	<u>Start Date</u> 10/03/12	<u>End Date</u> 10/09/12	<u>MTWTFSS</u> 11--1--	<u>Spots/Week</u> 3	<u>Rate</u> \$475.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WPTV F		10/05/12	10:46 AM	M-F 10-11a	10-11a	:30	AWTV092701H	\$475.00	NM
4 WPTV M		10/08/12	10:58 AM	M-F 10-11a	10-11a	:30	AWTV100402H	\$475.00	NM
5 WPTV Tu		10/09/12	10:45 AM	M-F 10-11a	10-11a	:30	AWTV100402H	\$475.00	NM
4	10/03/12	10/09/12	M-F 11-12n	11a-12p	1-----	:30	1	\$350.00	NM
Weeks:	<u>Start Date</u> 10/03/12	<u>End Date</u> 10/09/12	<u>MTWTFSS</u> 1-----	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPTV M		10/08/12		M-F 11-12n <i>Credited</i>	11a-12p	:00		\$350.00	NM

INVOICE



Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Invoice #	Invoice Date	Invoice Month	Invoice Period
311065-1	10/14/12	October 2012	10/01/12 - 10/09/12

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	Order # 79 Add

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/03/12	10/09/12	M-F 7-730p	7-730p	-1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/03/12 10/09/12 -1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/09/12 7:11 PM M-F 7-730p 7-730p :30 AWTV100402H \$950.00 NM									
6	10/03/12	10/09/12	M-F 730-8p	730-8p	1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/03/12 10/09/12 1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 7:40 PM M-F 730-8p 730-8p :30 AWTV100402H \$950.00 NM									
7	10/03/12	10/03/12	M-F 730-8p	730-8p	--1----	1:00	1	\$1,550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/03/12 10/09/12 --1---- 1 \$1,550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 7:56 PM M-F 730-8p 730-8p 1:00 AWTV092601H \$1,550.00 NM									
8	10/03/12	10/09/12	NFL Pregame	4-10p	-----1	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/03/12 10/09/12 -----1 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/07/12 7:07 PM NFL Pregame 4-10p :30 AWTV100402H \$1,200.00 NM									
9	10/03/12	10/03/12	M-F 10-11a	10-11a	--1----	1:00	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/03/12 10/09/12 --1---- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/03/12 10:46 AM M-F 10-11a 10-11a 1:00 AWTV092601H \$950.00 NM									

Total Spots **13** Gross Total **\$10,950.00**

Payment Terms 30 Days

Agency Commission **\$1,642.50**

Net Amount Due **\$9,307.50**